



OPEN
Compute Project



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EXPO HALL: JUMP INTO THE OPEN – HPE HAS YOUR PARACHUTE

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Hewlett Packard Enterprise

OPEN HARDWARE.

OPEN SOFTWARE.

OPEN FUTURE.





Hewlett Packard
Enterprise



Jump into the open –
HPE has your parachute

Why jump into the open?

Make hardware more efficient

- Optimize costs
- Commoditization of hardware

Make hardware more flexible

- Choice, customization, works across vendors
- Maximize innovation and reduce complexity

Make hardware more scalable

- Increased compute/storage density
- Pricing geared to large scale environments



What are the risks and considerations?

Adding cost v. reducing cost

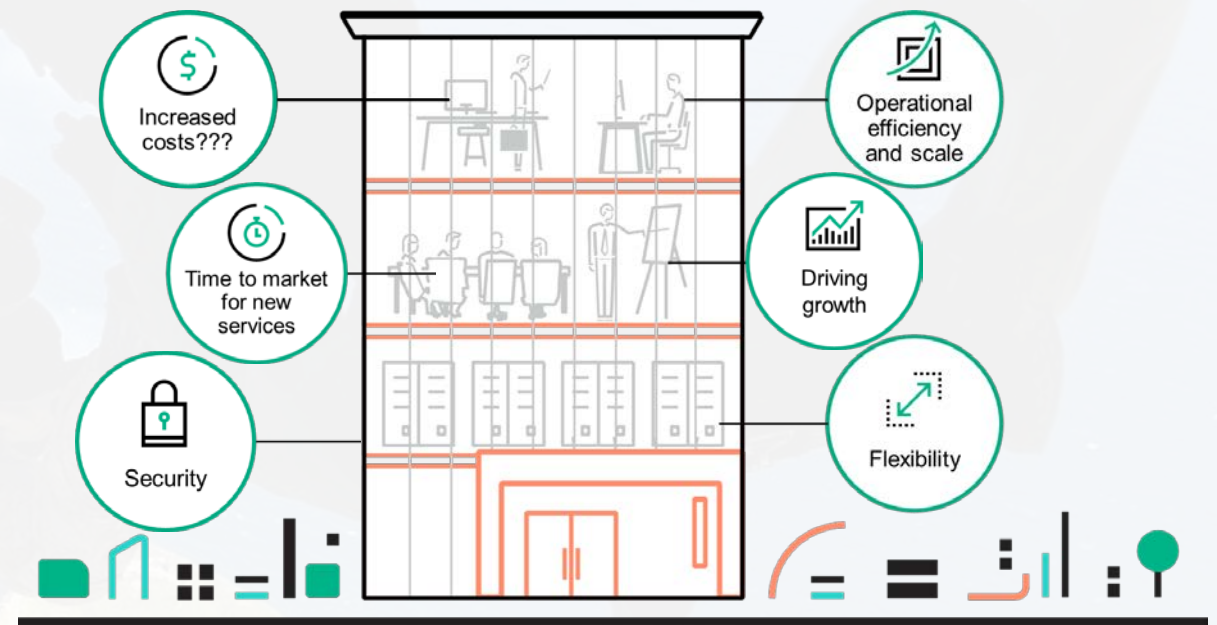
- Primarily OPEX savings, but can add significant OPEX if done wrong
- CAPEX savings limited – option prices constant

Supply chain

- Build to order v. off the shelf lengthens lead time
- Continuity of supply risk without advance commitment

Manageability

- Upgrade management considerations
- Traditional OEM management agents absent



How can HPE help?

- ~40M servers sold
- >1,000,000 customers
- x86 leadership for 61 quarters

- Every 60 seconds ship 5 servers, 7 network devices and 7TB storage
- Largest Enterprise HDD/SSDs & DRAM purchasing volume

- 1.5B supply chain; ~600 suppliers
- 250K servers in supply chain
- Top bin quality
- Operations in >170 countries

- Material purge, QC, customer shelter
- Stringent specs for component vendors
- Higher test hours than market norm

- HPE is a trusted supplier, proven for years

- World's largest IT support and services organization
- Faster problem resolution
- Same/next day parts delivery

- OCP-inspired portfolio
- Extensive workload breadth
- Large scale at low TCO

- Access to the leading edge technologies and trends to drive efficiency and TCO savings

HPE Cloudline: Open infrastructure for Hyperscale Application

Fast, flexible and cost-optimized service–delivery

Cloudline portfolio



CL 2100



CL 2200



CL 3100



CL 5200



CL 7100



Intel RSD

Service Provider Ready Solutions:

- SAP HANA Service Ready
- Managed Cloud Platform
- Cloud Networking
- Application Security Testing
- Cloud Backup Service Ready
- Recovery Service Ready
- Workspace-aaS
- Microsoft Azure Private Cloud-APC

Featured customers

redcentric
business technology. managed.

Ormuco

bigstep



Dropbox



Purpose built for open infrastructure

Rackmount – individually optimized for building cloud scale data centers

Multinode – density optimized platforms to deliver lowest per node cost

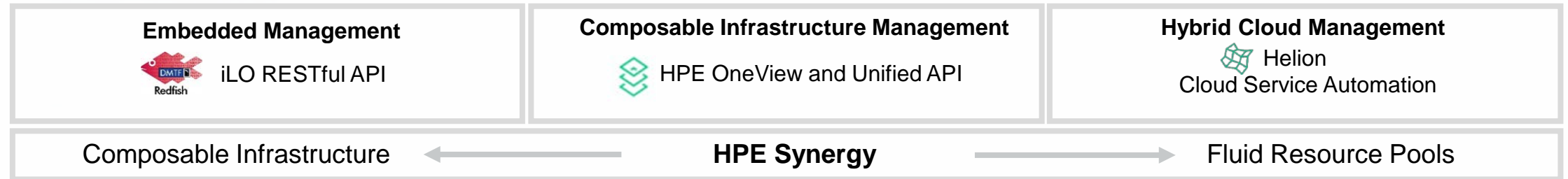
Rackscale – cost optimized at rack level for large-scale deployments

Comprehensive software stack integrated across platforms

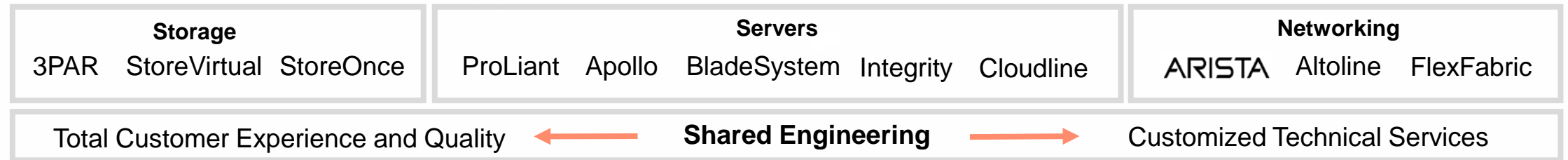
Traditional and Cloud Native Application Ecosystem



Data Center Infrastructure Software and Cloud



Software-defined Data Center Infrastructure



What happens when the main parachute doesn't open?



Real world scenario #1

- Disaster hit at large memory supplier
- HPE got instant notification and was onsite within hours
- Our best in class supply contracts and scale ensured rapid fulfillment in customer's moment of crisis



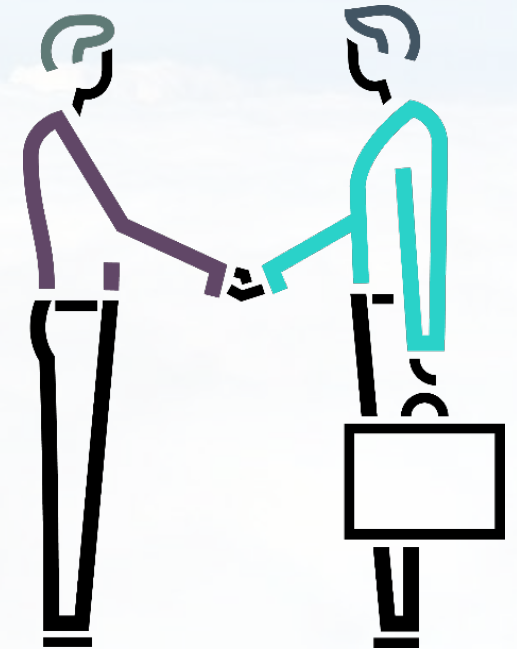
Real world scenario #2

- Third party options were blowing fuses in HPE DL380 servers
- HPE experts immediately confirmed proper fuse operation and identified undetected issue with ODM-designed platforms causing motherboard failure



Real world scenario #3

- Immediate replacement of 10,000 HDDs needed
- HDDs were in stock and HPE was onsite within 24 hours to start replacement



Call to action

1

Attend HPE's Executive Stage presentation @ 3:45pm, Great America Ballroom, J/K & enter **raffle** to win an HP Chromebook

2

Visit HPE's booth, #A6 to see our products & enter **another raffle** to win an HP Chromebook*

3

Talk to your HPE rep about how HPE can get you to the landing zone first as your open partner



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